

REP HEADLINE# 6279352  
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG22/12 15.02  
 \*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

ADV #	ADV. NAME	ISS/PRIORITIES	USA ACTION	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	MUNDY KATOWITZ MEDIA		BUYER NAME	MEDIA PLACEMENT	
		1322 G STREET SE		SALES PRSN	WA- MEGHAN MCGARR (H)	
		WASHINGTON, DC 20003				
ORDER #		CONTRACT # 6279352		CLASS: NATL.	LOCAL	REGIONAL
PRDCT	PRIORITIES	USA ACTION	EST#1567	COMMENTS: (LINE, ORDER, INVOICE)		
FLIGHT DATES	OCT30/12	NOV6/12	WK-2			
CITY TAX	STATE TAX	CO-OP BILLING NEEDED		DATE	AUG22/12	15.02

REP: REVISION  
 SUBJECT CHANGE LN'S 2,9,21,23,45,49,57  
 TIME CHANGE LN 25  
 TTL SAME  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019  
 PRIORITIES USA ACTION

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
2	NZ		1100A-1200N	30		\$250.00	11/2	11/2	1		FRI	1
AGENCY ADVERTISER CODE = 321 AGENCY PRODUCT CODE = 340 AGENCY EST# = 1567 PROGRAM : DAYTIME CON COM1: DAYTIME												

FROM REP AUG22/12 15.02Z  
\*\* CHANGES \*\* \*\* WFLA-TV \*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
9	NZ		700P-730P	30		\$2,000.00	11/2	11/2	1		FRI	1
PROGRAM : 7P NEWS												
CON COM1: 7P NEWS												
21	NZ		730P-800P	30		\$2,000.00	11/5	11/5	1		MON	1
PROGRAM : ENT TONIGHT												
CON COM1: ENT TONIGHT												
23	NZ		700A-900A	30		\$900.00	11/3	11/3	1		SAT	1
PROGRAM : SAT TODAY SHOW												
CON COM1: SAT TODAY SHOW												
25	T		1130P-1205A	30		\$2,500.00	11/4	11/4	1		SUN	1
PROGRAM : NEWS CHANNEL 8												
CON COM1: NEWS CHANNEL 8												
45	NZ		700P-730P	30		\$2,000.00	10/30	10/30	1		TUE	1
PROGRAM : 7P NEWS												
CON COM1: 7P NEWS												
49	NZ		1100A-1200N	30		\$250.00	10/31	10/31	1		WED	1
PROGRAM : DAYTIME												
CON COM1: DAYTIME												
57	NZ		730P-800P	30		\$2,000.00	10/31	10/31	1		WED	1
PROGRAM : ENT TONIGHT												
CON COM1: ENT TONIGHT												
NOV/12 78800.00												78800.00
CONTRACT TOTAL												78800.00
TOTAL SPOTS												59

REP HEADLINE# 6279352  
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 \*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1												

MARKET TOTALS \$2,112,500 WFLA 18% WFTS 15% WTSP 23% WTVT 26% WTOG 3% WTTA 4% WMOR 5%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ARE ACCURATE  
 SVC- NSI BOOKS- NOV/12  
 DEMOS- RA35+\*  
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 6279352  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
AUG15/12 09.3  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/PRIORITIES USA ACTION REP. # OFF. # SALESMAN #  
AGY # AGY. NAME MUNDY KATOWITZ MEDIA BUYER NAME MEDIA PLACEMENT

1322 G STREET SE

SALES PRSN WA- MEGHAN MCGARR (H)

WASHINGTON, DC 20003

ORDER # CONTRACT # 6279352 CLASS: NATL. LOCAL REGIONAL

PRDCT PRIORITIES USA ACTION EST#1567 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV6/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG15/12 09.37

REP: NEW ORDER  
TOTAL \$78,800 @59X  
PLEASE CONFIRM  
THANKS BEN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019  
PRIORITIES USA ACTION

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :  
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = 321 AGENCY EST# = 1567  
AGENCY PRODUCT CODE = 340

1 1135P-1237A 30 \$1,300.00 11/2 11/2 1 FRI 1

PROGRAM : TONITE SHW-NBC<  
CON COM1 : TONITE SHW-NBC<

2 1100A-1200N 30 \$250.00 11/2 11/2 1 FRI 1

PROGRAM : AMER COURT  
CON COM1 : AMER COURT

*paytime*

REP HEADLINE# 6279352  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG15/12 09.3  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			1235A-135A PROGRAM : J FALLON-NBC< CON COM1: J FALLON-NBC<	30		\$400.00	11/2	11/2	1		FRI	1
4			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$1,000.00	11/2	11/2	1		FRI	1
5			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 3Q/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$500.00	11/2	11/2	1		FRI	1
6			530P-600P PROGRAM : NWSCH @5:30P CON COM1: NWSCH @5:30P	30		\$1,700.00	11/2	11/2	1		FRI	1
7			600P-630P PROGRAM : NWSCH CON COM1: NWSCH	30		\$2,500.00	11/2	11/2	1		FRI	1
8			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,450.00	11/2	11/2	1		FRI	1
9			700P-730P PROGRAM : ENT TONIGHT 30 CON COM1: ENT TONIGHT 30 <i>News</i>	30		\$2,000.00	11/2	11/2	1		FRI	1
10			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,800.00	11/2	11/2	1		FRI	1
11			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$1,050.00	11/2	11/2	1		FRI	1

AUG15/12 09.3  
\*\*\* MET \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			1000A-1030A PROGRAM : NEWS CON COM1: NEWS	30		\$350.00	11/5	11/5	1		MON	1
13			1135P-1237A PROGRAM : TONITE SHW-NBC CON COM1: TONITE SHW-NBC	30		\$1,300.00	11/5	11/5	1		MON	1
14			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$450.00	11/5	11/5	1		MON	1
15			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$400.00	11/5	11/5	1		MON	1
16			500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	30		\$1,700.00	11/5	11/5	1		MON	1
17			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 30/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$550.00	11/5	11/5	1		MON	1
18			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,450.00	11/5	11/5	1		MON	1
19			630P-700P PROGRAM : NWSCH CON COM1: NWSCH	30		\$6,000.00	11/5	11/5	1		MON	1
20			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$2,000.00	11/5	11/5	1		MON	1

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REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG15/12 09.3  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
21			730P-800P PROGRAM : EXTRA< CON COM1: EXTRA<	30		\$2,000.00	11/5	11/5	1		MON	1
22			1130P-100A PROGRAM : SAT NITE LIVE CON COM1: SAT NITE LIVE	30		\$1,500.00	11/3	11/3	1		SAT	1
23			700A-900A PROGRAM : AVG. ALL WKS CON COM1: AVG. ALL WKS	30		\$900.00	11/3	11/3	1		SAT	1
24			900A-1000A PROGRAM : NWSCH8 SAT-AM CON COM1: NWSCH8 SAT-AM	30		\$600.00	11/3	11/3	1		SAT	1
25			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,500.00	11/4	11/4	1		SUN	1
26			1200N-100P PROGRAM : NWSCH8-NOON SU CON COM1: NWSCH8-NOON SU	30		\$250.00	11/4	11/4	1		SUN	1
27			900A-1000A PROGRAM : NWSCH8 SUN-AM CON COM1: NWSCH8 SUN-AM	30		\$600.00	11/4	11/4	1		SUN	1
28			1000A-1030A PROGRAM : NEWS CON COM1: NEWS	30		\$350.00	11/1	11/1	1		THU	1
29			1030A-1100A PROGRAM : EXTRA CON COM1: EXTRA	30		\$250.00	11/1	11/1	1		THU	1

1130P 10M due NR

EX

Sat Today

AUG15/12 09.3

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:
30			1100P-1135P	30		\$2,500.00	11/1	11/1	1		THU	1
PROGRAM : NEWS CHANNEL 8												
CON COM1: NEWS CHANNEL 8												
31			1200N-100P	30		\$400.00	11/1	11/1	1		THU	1
PROGRAM : TODAY SHW3-NBC												
CON COM1: TODAY SHW3-NBC												
32			300P-400P	30		\$550.00	11/1	11/1	1		THU	1
PROGRAM : DOCTORS												
CON COM1: DOCTORS												
33			530A-600A	30		\$500.00	11/1	11/1	1		THU	1
PROGRAM : NC8 TODAY@5:30												
ORD COM1: 3Q/SEPT RATES												
CON COM1: NC8 TODAY@5:30												
34			600A-700A	30		\$1,450.00	11/1	11/1	1		THU	1
PROGRAM : NC8 TODAY@6AM												
CON COM1: NC8 TODAY@6AM												
35			630P-700P	30		\$6,000.00	11/1	11/1	1		THU	1
PROGRAM : NWSCH												
CON COM1: NWSCH												
36			900A-1000A	30		\$1,050.00	11/1	11/1	1		THU	1
PROGRAM : TODAY SHW2-NBC												
CON COM1: TODAY SHW2-NBC												
37			100P-200P	30		\$650.00	10/30	10/30	1		TUE	1
PROGRAM : DAYS-OUR LIVES												
CON COM1: DAYS-OUR LIVES												
38			1030A-1100A	30		\$250.00	10/30	10/30	1		TUE	1
PROGRAM : EXTRA												
CON COM1: EXTRA												



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AUG15/12 09.3  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
39			1135P-1237A PROGRAM : TONITE SHW-NBC CON COM1: TONITE SHW-NBC	30		\$1,300.00	10/30	10/30	1		TUE	1
40			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$550.00	10/30	10/30	1		TUE	1
41			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$1,000.00	10/30	10/30	1		TUE	1
42			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 30/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$550.00	11/6	11/6	1		TUE	1
43			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,700.00	10/30	10/30	1		TUE	1
44			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,450.00	10/30	11/6	1		TUE	2
45			700P-730P PROGRAM : ENT TONIGHT 30 CON COM1: ENT TONIGHT 30 <i>NEWS</i>	30		\$2,000.00	10/30	10/30	1		TUE	1
46			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,800.00	10/30	10/30	1		TUE	1
47			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$1,050.00	10/30	10/30	1		TUE	1

REP HEADLINE# 6279352  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG15/12 09.3  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
48			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1 : NEWS CHANNEL 8	30		\$2,500.00	10/31	10/31	1		WED	1
49			1100A-1200N PROGRAM : AMER COURT CON COM1 : AMER COURT	30		\$250.00	10/31	10/31	1		WED	1
50			1235A-135A PROGRAM : J FALLON-NBC CON COM1 : J FALLON-NBC	30		\$400.00	10/31	10/31	1		WED	1
51			200P-300P PROGRAM : RACHAEL RAY CON COM1 : RACHAEL RAY	30		\$400.00	10/31	10/31	1		WED	1
52			500P-530P PROGRAM : NWSCH8 AT 5P CON COM1 : NWSCH8 AT 5P	30		\$1,700.00	10/31	10/31	1		WED	1
53			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1 : 30/SEPT RATES CON COM1 : NC8 TODAY@5:30	30		\$500.00	10/31	10/31	1		WED	1
54			600P-630P PROGRAM : NWSCH CON COM1 : NWSCH	30		\$2,500.00	10/31	10/31	1		WED	1
55			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1 : NC8 TODAY@6AM	30		\$1,450.00	10/31	10/31	1		WED	1
56			700A-900A PROGRAM : TODAY SHW CON COM1 : TODAY SHW	30		\$1,800.00	10/31	10/31	1		WED	1

*Daytime*

REP HEADLINE# 6279352  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 AUG15/12 09.3  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
57			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$2,000.00	10/31	10/31	1		WED	1
58			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$2,000.00	11/6	11/6	1		TUE	1
NOV/12 78800.00												
CONTRACT TOTAL 78800.00												
TOTAL SPOTS 59												

MARKET TOTALS \$2,112,500 WFLA 18% WFTS 15% WTSP 23% WTVT 26% WTOG 3% WTTA 4% WMOR 5%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ARE ACCURATE

SVC- NSI BOOKS- NOV/12  
 DEMOS- RA35+\*

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

**Priorities Usa Action/ Issue**  
Submission Number 748 Issue 1



**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

**Original**

<b>Client:</b>	Priorities Usa Action/ Issue	<b>Submission Cost:</b>	78800	<b>Campaign Ref:</b>	E:120822099
<b>Buyer:</b>		<b>Client/Product/Estimate:</b>	321 / 340 / 1567	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	10/29/12 to 11/11/12	<b>Weeks:</b>	2	<b>Order Ref:</b>	06279352
<b>Est./PO Number:</b>	06279352	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

<b>Product:</b>	Priorities Usa Actio	<b>Booking Group:</b>	WFLA	<b>Key Market:</b>	Tampa-St. Petersburg, FL
<b>Demographic:</b>	(L) Household	<b>Order:</b>			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show ...F..	01	1300	30 Comme	Nbr of Spots	1	1	1300
2	M-F 11a Daytime ...F..	02	250	30 Comme	Nbr of Spots	1	1	250
3	M-F 1237a ET / 1137p CT Late Night ...F..	01	400	30 Comme	Nbr of Spots	1	1	400
4	M-F 4p Dr Oz ...F..	02	1000	30 Comme	Nbr of Spots	1	1	1000
5	M-F 530a News ...F..	01	500	30 Comme	Nbr of Spots	1	1	500
6	M-F 530p News ...F..	01	1700	30 Comme	Nbr of Spots	1	1	1700
7	M-F 6p News ...F..	01	2500	30 Comme	Nbr of Spots	1	1	2500
8	M-F 6a News ...F..	01	1450	30 Comme	Nbr of Spots	1	1	1450
9	M-F 7p News	01	2000	30 Comme	Nbr of Spots	1	1	2000
<b>Weekly Totals: Total Spots(Ord Spots)</b>					46	13	59	

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 748 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Priorities Usa Action/ Issue	Submission Cost: 78800	Campaign Ref: E:120822099
Buyer: ..	Client/Product/Estimate: 321 /340 /1567	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06279352
Est./PO Number: 06279352	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
10	M-F 7a Today Show ...F..	02	1800	30 Comme	Nbr of Spots 1		1	1800
11	M-F 8a Today Show II ...F..	01	1050	30 Comme	Nbr of Spots 1		1	1050
12	M-F 10a News M.....	01	350	30 Comme	Nbr of Spots	1	1	350
13	M-F 1135p ET / 1035p CT Tonight Show M.....	01	1300	30 Comme	Nbr of Spots	1	1	1300
14	M-F 12p Today Show III M.....	01	450	30 Comme	Nbr of Spots	1	1	450
15	M-F 2p Rachael Ray M.....	02	400	30 Comme	Nbr of Spots	1	1	400
16	M-F 5p News M.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
17	M-F 530a News M.....	01	550	30 Comme	Nbr of Spots	1	1	550
18	M-F 6a News M.....	01	1450	30 Comme	Nbr of Spots	1	1	1450
19	M-F 630p ET / 530p CT NBC Nightly News M.....	01	6000	30 Comme	Nbr of Spots	1	1	6000
Weekly Totals: Total Spots(Ord Spots)					46	13	59	

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

**Priorities Usa Action/ Issue**  
Submission Number 748 Issue 1



**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

**Original**

<b>Client:</b> Priorities Usa Action/ Issue	<b>Submission Cost:</b> 78800	<b>Campaign Ref:</b> E:120822099
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 321 /340 /1567	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06279352
<b>Est./PO Number:</b> 06279352	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
20	M-F 7a Today Show M.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
21	M-F 730p Entertainment Tonight M.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
22	Sat 1130p ET / 1030p CT Saturday Night Live .....S.	02	1500	30 Comme	Nbr of Spots	1	1	1500
23	Sat 7a Today Show .....S.	02	900	30 Comme	Nbr of Spots	1	1	900
24	Sat 9a News .....S.	01	600	30 Comme	Nbr of Spots	1	1	600
25	M-Su Late News Late Run .....S	01	2500	30 Comme	Nbr of Spots	1	1	2500
26	Sun 12p News .....S	02	250	30 Comme	Nbr of Spots	1	1	250
27	Sun 9a News .....S	01	600	30 Comme	Nbr of Spots	1	1	600
28	M-F 10a News ...T...	01	350	30 Comme	Nbr of Spots	1	1	350
29	M-F 1030a Extra ...T...	02	250	30 Comme	Nbr of Spots	1	1	250
30	M-Su 11p News	01	2500	30 Comme	Nbr of Spots	1	1	2500
<b>Weekly Totals: Total Spots(Ord Spots)</b>					46	13	59	

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 748 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	78500	Campaign Ref:	E:120822099
Buyer:		Client/Product/Estimate:	321 /340 /1567	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06279352
Est./PO Number:	06279352	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
31	M-F 12p Today Show III ...T...	01	400	30 Comme	Nbr of Spots	1	1	400
32	M-F 3p Doctors ...T...	03	550	30 Comme	Nbr of Spots	1	1	550
33	M-F 530a News ...T...	01	500	30 Comme	Nbr of Spots	1	1	500
34	M-F 6a News ...T...	01	1450	30 Comme	Nbr of Spots	1	1	1450
35	M-F 630p ET / 530p CT NBC Nightly News ...T...	01	6000	30 Comme	Nbr of Spots	1	1	6000
36	M-F 9a Today Show II ...T...	01	1050	30 Comme	Nbr of Spots	1	1	1050
37	M-F 1p Days Of Our Lives ...T...	02	650	30 Comme	Nbr of Spots	1	1	650
38	M-F 1030a Extra ...T...	02	250	30 Comme	Nbr of Spots	1	1	250
39	M-F 1135p ET / 1035p CT Tonight Show ...T...	01	1300	30 Comme	Nbr of Spots	1	1	1300
40	M-F 3p Doctors ...T...	03	550	30 Comme	Nbr of Spots	1	1	550
Weekly Totals: Total Spots(Ord Spots)					46	13	59	

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Submission Number 748 Issue 1



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Tampa, FL 33601

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Original

<b>Client:</b> Priorities Usa Action/ Issue	<b>Submission Cost:</b> 78800	<b>Campaign Ref:</b> E:120822099
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 321 /340 /1567	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06279352
<b>Est./PO Number:</b> 06279352	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type			Rate	Spot Type		10/29	11/05	Total	Cost
41	M-F 4p Dr Oz ..T.....	02			1000	30 Comme	Nbr of Spots	1		1	1000
42	M-F 530a News ..T.....	01			550	30 Comme	Nbr of Spots		1	1	550
43	M-F 530p News ..T.....	01			1700	30 Comme	Nbr of Spots	1		1	1700
44	M-F 6a News ..T.....	01			1450	30 Comme	Nbr of Spots	1	1	2	2900
45	M-F 7p News ..T.....	01			2000	30 Comme	Nbr of Spots	1		1	2000
46	M-F 7a Today Show ..T.....	02			1800	30 Comme	Nbr of Spots	1		1	1800
47	M-F 9a Today Show II ..T.....	01			1050	30 Comme	Nbr of Spots	1		1	1050
48	M-Su 11p News ..W....	01			2500	30 Comme	Nbr of Spots	1		1	2500
49	M-F 11a Daytime ..W....	02			250	30 Comme	Nbr of Spots	1		1	250
50	M-F 1237a ET / 1137p CT Late Night ..W....	01			400	30 Comme	Nbr of Spots	1		1	400
51	M-F 2p Rachael Ray ..W....	02			400	30 Comme	Nbr of Spots	1		1	400
Weekly Totals: Total Spots(Ord Spots)								46	13	59	



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Original

<b>Client:</b> Priorities Usa Action/ Issue	<b>Submission Cost:</b> 78800	<b>Campaign Ref:</b> E:120822099
<b>Buyer:</b>	<b>Client/Product/Estimate:</b> 321 /340 /1567	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06279352
<b>Est./PO Number:</b> 06279352	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
52	M-F 5p News ..W....	01	1700	30 Comme	Nbr of Spots 1		1	1700
53	M-F 530a News ..W....	01	500	30 Comme	Nbr of Spots 1		1	500
54	M-F 6p News ..W....	01	2500	30 Comme	Nbr of Spots 1		1	2500
55	M-F 6a News ..W....	01	1450	30 Comme	Nbr of Spots 1		1	1450
56	M-F 7a Today Show ..W....	02	1800	30 Comme	Nbr of Spots 1		1	1800
57	M-F 730p Entertainment Tonight ..W....	01	2000	30 Comme	Nbr of Spots 1		1	2000
58	M-F 7a Today Show ..T.....	01	2000	30 Comme	Nbr of Spots 1		1	2000
<b>Weekly Totals: Total Spots(Ord Spots)</b>					46	13	59	

<b>Grand Totals</b>				<b>Month 11 Weeks: 4</b>			
<b>Totals</b>		59	46	11/05	13		
Spots		59	46	11/05	13		
Cost		78800	36600	11/05	20200		

**Grand Totals:** Spots: 59

Gross Total:	78,800.00
Commission:	11,820.00
Net Total:	66,980.00